



Branding & RE Services To Communicate Value Online Virtual Promotions To Convert Visitors to Customers

Digital Marketing for the Real Estate Industry

Module 7

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Marketing/Prospecting to your Target Market and Audience

- Possible thru SEO, pay per clicks, or advertisements that draw people to your site.
- Once they are there it is your job and responsibility to deliver your Unique Selling Proposition (USP)





Prospecting via Online Advertising

- SEO
 - PPC or CPM, or combination
- Banner ads
- Digital video
- Rich media and social media advertising
 - Facebook, LinkedIn, Google Adwords
- E-mail marketing





Determining USP

- What is the obvious void in the marketplace that your product or service fills?
- What makes your business stand out as distinct and appealing that sets your business apart from the rest?





USP in RE Advertising Slogans

- Write copy/slogans as if you're writing a client recommending you
- What would your client say? What would they say to friend if they're recommending you to do business with them?





Sample Slogans

- "I SELL CONDOS."
- "Let's Make Home Happen."
- "Remax: Outstanding Agents. Outstanding Results."
- "Century 21 Real Estate LLC: Faster, bolder, smarter."
- "Christie's Real Estate: Exceptional Luxury Properties & Homes Worldwide."
- Real Estate Brokers Keep The Trust

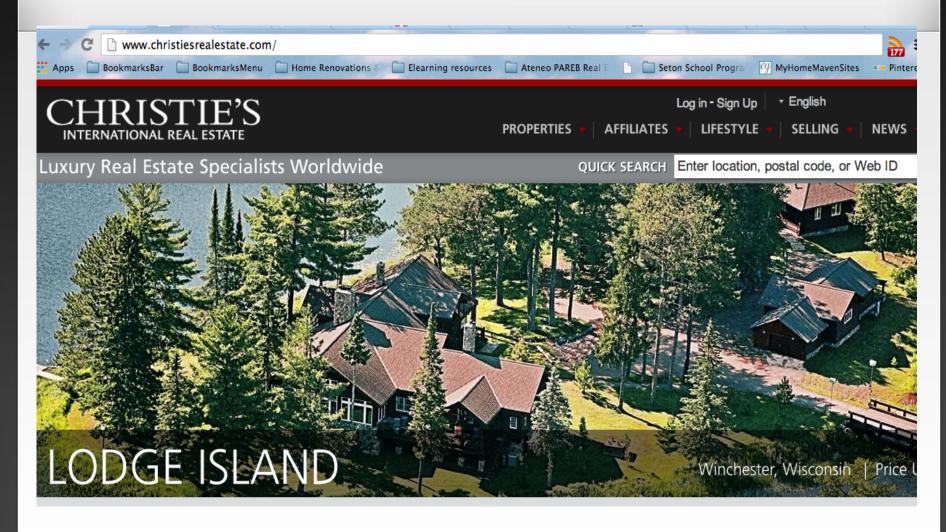


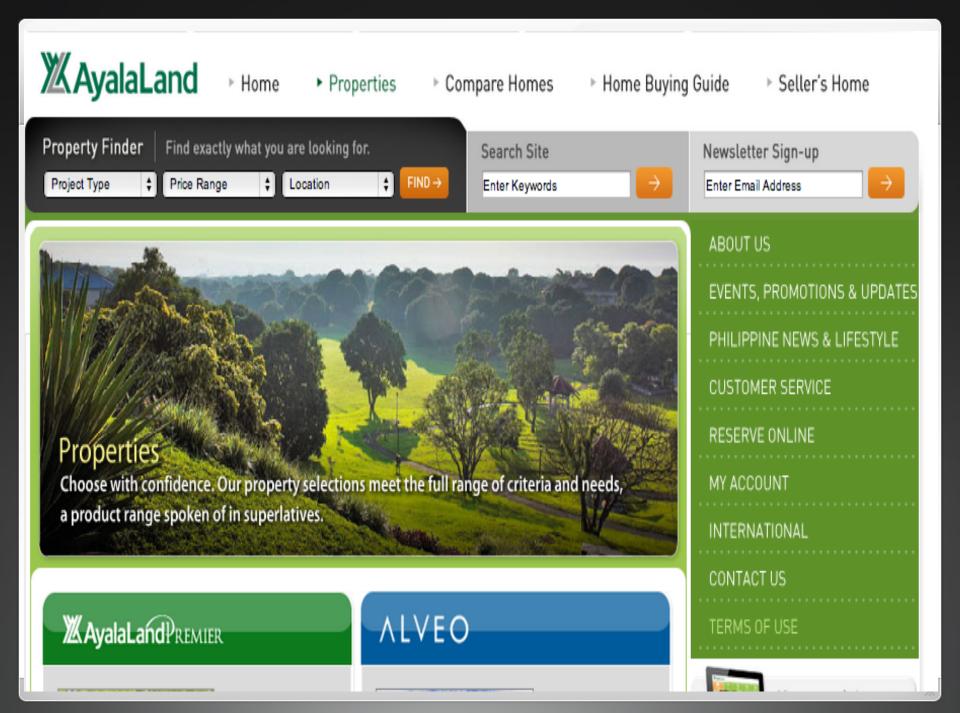


Examples of RE Sites















HOME

ABOUT -

SUSTAINABILITY -

CAREERS

INVESTORS

VENDORS -

PRESS -

INTERNATIONAL -

CONTACT US -

XXV

TOWNSHIPS

RESIDENCES

MALLS

OFFICES

HOTELS & RESORTS

SERVICES

Homes built to last,



RESERVE A PROPERTY







A quick and easy way to reserve your chosen property.

LEARN MORE



RESIDENCES







HOMEBUYING GUIDE

An easy step-by-step guide for buyers to purchase their dream home.

LEARN MÖRE











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Search...

GO ►



Featured Properties

Buyers' Guide

Sellers' Guide













Dellafort Fototop in 440 house

Bellefort Estates

Commence Francisco de Commence

SAMPLE COMPUTATION

QUICK POLL

PROPERTY COMPANY OF PRICE NC.

Conting and distance are an annual arrange from.



Real value in a changing world Jones Lang LaSalle Property Consultants Pte Ltd CEA License No. L3007326E

How can we help you?



JLL \$94.75 ++1.11 04:02 PM 13 NOV 2013

Working together to create value for real estate owners, investors and users.

What's new at Jones Lang LaSalle



HSBC (X)

Sole global outsourcing provider

HSBC assigns Jones Lang LaSalle largest outsourcing contract for real estate facility management services.

Real residential prices is now the time to buy?

The Private Investor Insights to real estate wealth

Real residential prices – is now the time to buy?

Looking at house price appreciation across

Video



Southeast Asia Property Review - MarketPulse Q2 2013 by Dr Chua Yang Liang



Global Corporate Real Estate

NEWS

Jones Lang LaSalle reports second quarter 2013 revenue increase

JLL reported adjusted earnings per share of \$1.15 for the second guarter of 2013, up from \$1.13 in the prior year.

Connect with us











Property search

PROPERTY TYPE	
	‡
LOCATION	
	‡
More	
	Search

Careers

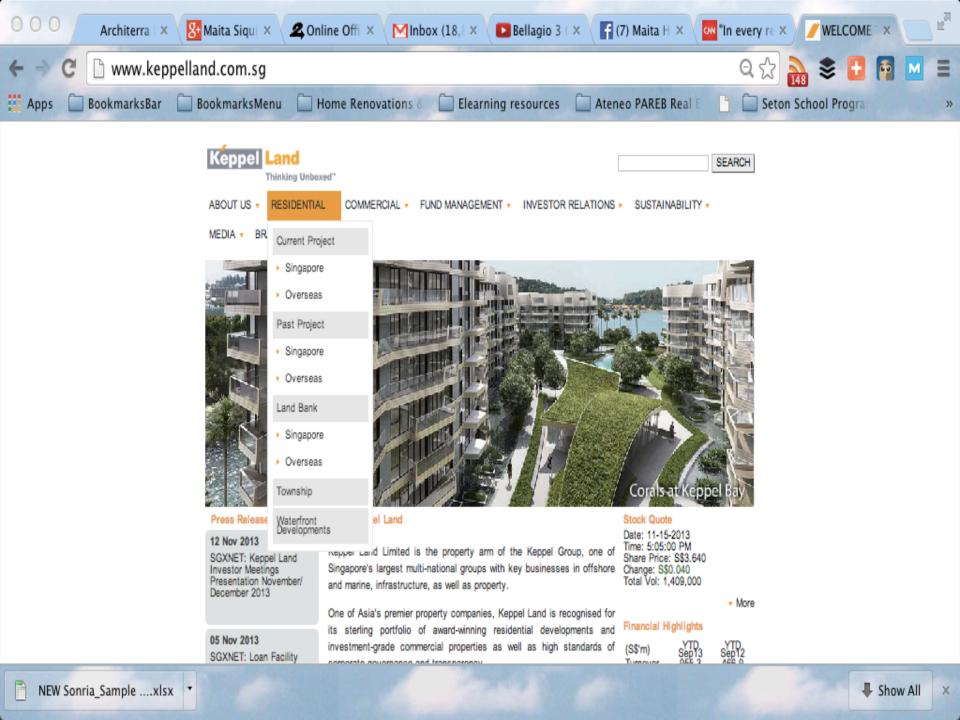
Become part of a winning team. Search for employment opportunities at Jones Lang LaSalle.

Search

Recent research

- Asia Pacific Property Digest -30 2013
- Asia Pacific Hotel Investment Highlights

cia Pacific Property Diggs







Build Credibility and Trust

- In the real world, build trust via connecting in multiple ways, and providing ways to engage customers in ways they are comfy with
- Online: Trust and credibility impressions affected by elements in your design and the development of your website





Build Credibility & Trust

Viewer is unconsciously judging your credibility in your site by checking for consistency in the following:

- Look and feel of a legitimate company
- Site reliability
- Fast download speed, no broken images, or updated links
- Clean, uncluttered design, good navigation





Build Credibility & Trust

- Good content, good writing
 - Content: Fresh listings, industry or area updates, RESP opinions
 - Language is accessible—HS or grade-school level language
 - Well thought of content with unity with the topic theme
 - Well-edited, error-free writing
- Images that enhance content
- Easy-to-find company & privacy policies
- Easy-to-find Customer support links or info—multiple ways to interact





Elements of a Credible Site

Contact us form



www.undertheromansun.com





Elements of a Credible Site

are comparable in price to Rome hotels, but offer significantly more value and comfort.

Our priority is customer service and focus on each guest is individual requirements and special requests in order to make their Rome vacation a pleasant one. Each rental apartments has been hand picked for their central location and unique, comfortable and tasteful decor, you II be pleasantly surprised. Read More >>

- >>> About Under the Roman Sun
- >>> How to book with us
- >>> Terms and Conditions



Florence Apartments

Thanks to our apartments rentals in Florence you will easily enjoy the main attractions of this amazing Italian city. The Florence accommodation for rental are all nearby Santa Maria del Flore or Giotto Campanile tower and much more. We offer you many short and long term Florence rentals apartments that can be selected and booked by filling our request form.

See all Apartments in Florence >>

See all Apartments in Venice >>



Paris Apartments

For your vacation apartments in Paris we selected some of the most amazing central Paris apartment rentals, near by the major attractions of the city. Paris is one of the most beautiful cities of the world, and thanks to our holiday rental apartment you will easily reach the main sites of the city: The Tour Eiffel, the Avenue des Champs-Elysees, The Louvre Museum and the Latin Quarter. We offer you many short and long term Paris rentals apartments that can be selected and booked by filling our request Form.

See all Apartments in Paris >>

Contacts

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Why Choosing Us

- Best Apartments in Rome
- Quality and a reasonable price
- Professional Team
- Apartments in the historical centre

Terms and Conc tions

- Terms and Conditions
- Mow to Book
- F.A.Q.
- Payments

About Us

- Meet Our Team
- **✓** Travel Guide Rome
- Client Feedbacks
- Contacts

Rome Apartments | Venice Apartm

Rome Apartments | Venice Apartments | Florence Apartments | Paris Apartments





Assist and Woo the Buyer

- When you look at your current site are you helping your visitors to identify and find the best solution for that problem?
- Are you guiding them to find what they need to solve the problem that they have?
- Does your brand or slogan summarize your intention to help that particular profile of visitor?





Home Valet:

Serve The Product/Service

That Meets Their Needs





Customer engagement thru ratings

Search Box to Aid Pre-Qualification

Departure:
People: 2



Filter by Location:

- ✓ All Locations

 ☐ Piazza di Spagna
 - ☐ Trastevere
 - Fontana di Trevi
 - Campo de Fiori
 - Piazza Navona
 - Colosseo
 - San Pietro
 - Pantheon
 - San Lorenzo

Filter by Facilities:

CA All Carrier



mixed up with a modern urban style.

Pax: 5 People Location: Trastevere per night

DETAILS



Rose House ★★★★★

This Rome apartment, located in the heart of Trastevere, is one of most comfortable holiday apartments in Rome that we have.

Pax: 5 People Location: Trastevere SPECIAL OFFER

from 140€ per night

TTAILC

DETAILS



Colonne House

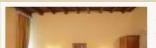
This cosy and elegant Rome accommodation for rental is in the heart of the eternal city and can give hospitality up to 6 people.

Pax: 5 People Location: Trastevere

SPECIAL OFFER

from 140€ per night

DETAILS



Sunflower ****

This lovely Rome accommodation is located at the ground floor of an ancient

SPECIAL OFFER

from



What are you looking for?

Price Range

(Q)

Search site Enter Keywords



PROJECTS HOME

WHAT'S NEW

COMPARE HOMES

CONTACT US

ABOUT US

BUYER'S GUIDE

SELLERS

Project Type

□ HOMEOWNERS

Location

CAREERS

ONTACT CUSTOMER CARE

Compare Homes

Comparative Tool

Which DMCI Home is right for you? Add two or more projects from the list below to compare.

Select from the list to compare

FILTER BY:

Project Type

Location

Price Range



Alta Vista de Boracay

Leisure Residences

0K - 0K

Aklan

♠ ADD TO COMPARE EXPLORE





Arista Place

Mid Rise Condominiums

2.7M - 3.9M

Parañaque City







Flair Towers

High Rise Condom niums

2M - 5.7M

Mandaluyong City





EXPLORE





Your site as personal shopper

A live virtual assistant that anticipates visitor needs

Makes the solutions for those needs easily accessible